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APR 13 2006

Appln. No.: 09/580,583
 Response dated April 13, 2006
 Reply to Final Office Action of December 6, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Toni Kopra

Serial No.: 09/580,583

Filed: May 30, 2000

For: Location Aware Product Placement
And Advertising

Atty. Docket No.: 004770.00891

Group Art Unit: 3622

Examiner: Y. Ketta

Confirmation No.: 8331

RESPONSE AND REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Office Action mailed December 6, 2005. The Office Action set a three-month response period, making this paper due on or before March 6, 2006. Requests for a two month extension and for continued examination pursuant to 37 CFR §1.114 are being submitted concurrently with this response. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

A Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.